

MINUTES

PlanPHX Leadership Committee
September 17, 2012

Members Present

Mo Stein - Chair
Kate Gallego – Vice Chair
Bob Beletz
Teresa Brice
Dr. George Brooks
Greg Brownell
Tony DiRienzi
Peggy Eastburn
Sandra Ferniza
John Heffernan
Kimber Lanning
Jack Leonard
Taz Loomans
Adam Lopez Falk
Barry Paceley
Dr. Carol Poore
Marcia Viedmark

Members Absent

Felipe Zubia

Staff Present

Joshua Bednarek

1. Call to order

Chairman Stein called the meeting to order at 3:04 p.m. A quorum was present with 17 members.

2. Introduction of committee members and city of Phoenix staff

Committee members introduced themselves and briefly discussed their respective backgrounds and areas of expertise.

3. Opening Remarks and Organizational Information

Chairman Stein thanked everyone for their service and discussed the responsibilities of the committee. The Chairman highlighted that committee meetings will be posted and subject to Open Meeting Law. Chairman Stein emphasized his commitment to having the committee maintain a high standard of conduct.

4. PlanPHX Project Overview

Chairman Stein and Josh Bednarek from the Planning and Development Department provided an overview of the PlanPHX initiative.

GENERAL PLAN + LIGHT RAIL NEIGHBORHOODS

Chairman Stein discussed that PlanPHX captures two projects – an update of the city's General Plan and planning for the neighborhoods along the light rail line. Each project has been given its own theme. The General Plan Update's is

Conserve Create Connect PHX and the light rail neighborhood planning project is Reinvent PHX.

Josh highlighted the geographic boundaries for the two projects, with the General Plan Update being citywide and the light rail neighborhood planning occurring a half-mile along the existing light rail line.

LISTENING

Josh emphasized that this initial phase of the PlanPHX initiative is focused on listening to the hopes and dreams of Phoenix residents and then using their feedback as a foundation for the project moving forward.

Chairman Stein discussed the reasons for updating the General Plan and the important role the committee has in that process. Chairman Stein addressed some of the challenges that the committee and the city have in doing the project correctly. Some of the challenges include indifference, time and that not many people are familiar with the existing Phoenix General Plan. Chairman Stein noted the recent challenges the City of Scottsdale experienced in attempting to update their general plan as an example of how real these challenges can be.

PROJECT OUTLINE

Josh presented a project outline for the General Plan Update that included three phases. Phase I involves determining what the community values and what their vision for the future is. Phase I will take the rest of 2012 and most likely the first part of 2013. Phase II involves examining what policies and regulations we have in place to achieve the community's vision and what policies gaps exist. This phase will take the remainder of 2013. The project will conclude with a mapping exercise that will result in an update of the General Plan Land Use Map. This phase will run into the fall of 2014.

OTHER CITIES

Josh touched on the need to review not only the existing Phoenix General Plan but other city's planning efforts in Arizona and throughout the United States. Josh stated that one of the upcoming meetings would include a presentation on this topic.

Teresa Brice asked about integrating regional plans into this process. Chairman Stein stated that this was an important point and something that would be addressed.

EVENTS + WEB TOOLS

Chairman Stein and Josh discussed the upcoming PlanPHX Events with the Mayor and City Council and the role the committee can play in helping bring about awareness for these events.

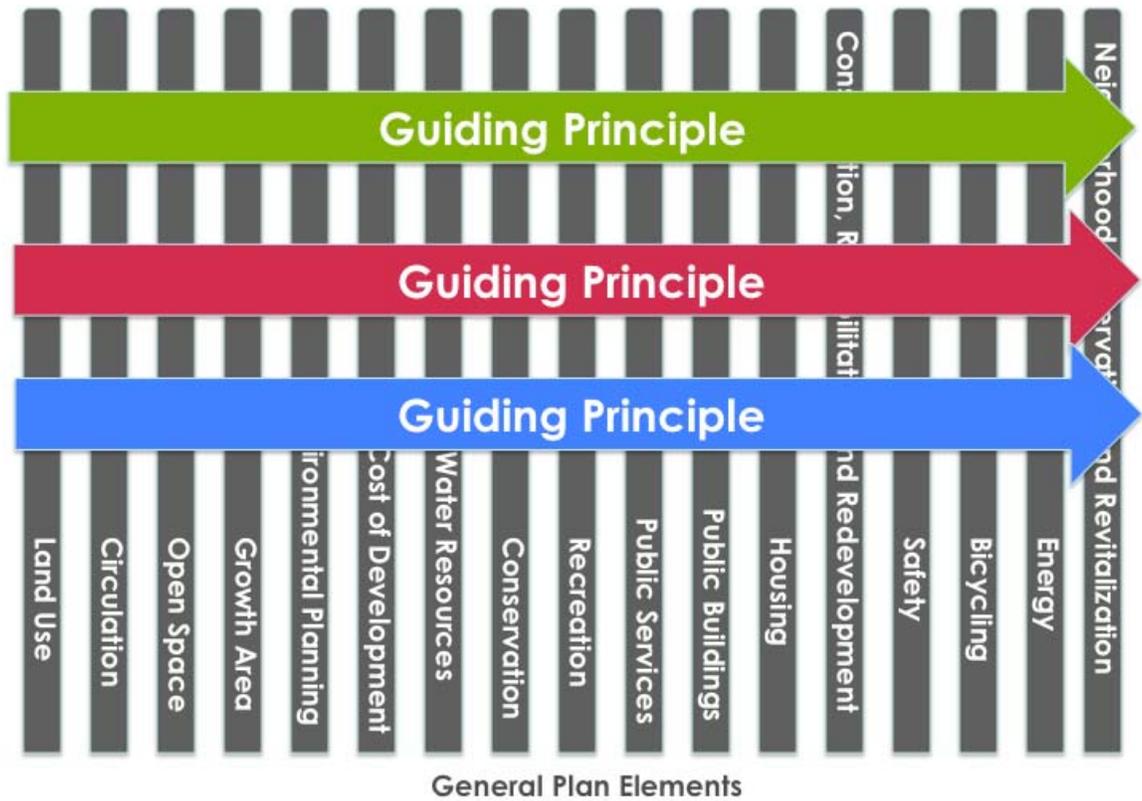
Josh presented user statistics from myplanphx.com.

Bob Beletz requested more information about how many people are visiting the site but not signing up.

Josh stated that he would research this information and report back.

UNIQUE PROCESS

Chairman Stein discussed the unique nature of this process and by virtue of that the need to utilize unique models and methods to produce the plan. Chairman Stein highlighted the importance of thinking outside of the silos of the 17 required elements of the General Plan and more in terms of overarching guiding principles that will be addressed by each element.



The benefit of this approach is that the plan would not be built around 17 disconnected planning elements, but these larger concepts (guiding principles) that the community can more easily understand and champion.

QUESTIONS

Marcia Viedmark asked about the September 19th committee meeting.

Chairman Stein stated that the committee would receive an in-depth overview of myplanphx.com and would also participate in a dry-run of the PlanPHX community event activity.

Dr. George Brooks asked for clarification on how long the updated plan would last before needing to be updated again.

Chairman Stein responded that should voters approve the plan in 2015, it would need to be updated again by 2025.

5. Workshop Presentation and Discussion: *What makes a Great City?*

Chairman Stein introduced the first guest speaker - Mr. Bill Harris, President and CEO of Science Foundation Arizona.

BILL HARRIS

Mr. Harris immediately charged the committee with three tasks:

- Dare to Dream BIG
- Take Risks – Push the envelope
- Be passionate about what you are doing or don't do it all

Mr. Harris focused on the need to attract and retain young talent to Phoenix. Mr. Harris discussed his belief that young people leaving Arizona for different lifestyles or jobs is one of our state's biggest challenges.

Mr. Harris stated that Arizona is in need of a larger and more diverse education system; specifically it needs more private colleges. To this end he stressed the importance of partnering with and utilizing Arizona State University and listening to the young people of our community more.

Mr. Harris highlighted some of the key characteristics Phoenix must foster to truly become a "New World City":

- A place for discovery and innovation
- A city that values and leads in education and measures its progress
- A place that is defined by both work and fun
- We attract and retain young talent

Mr. Harris said that if we can achieve these things for Phoenix, then we can just get out of the way and enjoy our world-class city.

STEVE SELEZNOW

Chairman Stein introduced the next guest speaker - Steve Seleznow, President and CEO of the Arizona Community Foundation.

Mr. Seleznow provided a brief overview of his background and discussed that he has spent a majority of his life in Boston, Washington D.C. and Seattle. As a Phoenician of four years, Mr. Seleznow stated that while the cities he mentioned are great, Phoenix is such a unique city that doesn't always highlight its assets enough. Phoenix's unique character and host of strengths should be a constant consideration when studying other cities as part of this process. Mr. Seleznow noted that the Arizona Community Foundation might be able to assist in helping the PlanPHX Leadership Committee learn more about cities they would like to study.

Mr. Seleznow discussed his lack of enthusiasm for a large planning effort because so often it results in a plan that just sits on a shelf and collects dust. He told the story of the revitalization of the SoHo neighborhood in New York City started by two restaurant entrepreneurs. Mr. Seleznow chose the SoHo neighborhood

example because it wasn't a plan or a city effort that revitalized the area but the ability for two creative people to make it happen. Mr. Seleznow emphasized that this should be one of the project's outcomes - the creation of a government structure and regulatory framework that encourages innovation and allows it to happen.

To further this point, Mr. Seleznow used the example of his brother, who runs a parks department. Mr. Seleznow says that the last thing his brother does when developing a park is build the trails, because park users inevitably carve out their own walking paths. We need to identify the unpaved paths that Phoenix has created and build trails to help them flourish.

Mr. Seleznow concluded his comments by saying that the importance is not on the plan, but who is involved in putting the plan together. Mr. Seleznow said that we must have the confidence to be a great city and that we need to keep the money off the table during this process (not make it an issue) and focus on idealizing the city we want.

STEVE ZABILSKI

Chairman Stein introduced the final guest speaker Mr. Steve Zabilski – Executive Director of St. Vincent de Paul.

Mr. Zabilski stated he believes what makes Phoenix great and what will continue to make it a world class city are the things that help bring the community together like the Downtown Phoenix Market and First Fridays.

Mr. Zabilski highlighted the Human Services Campus as one of Phoenix's greatest accomplishments and a testament to what can happen with community collaboration. He said if the committee's work could result in bringing the community together to create something like they did with the Human Services Campus, then they could consider their efforts successful.

Mr. Zabilski finished his comments by adding that a great city is one that promotes the virtues of faith, hope and love. How a city takes care of the less fortunate goes a long way towards defining its greatness. To that end, Mr. Zabilski stated that as part of this process we must not be afraid to challenge people to be great.

COMMITTEE QUESTIONS AND DISCUSSION WITH GUEST SPEAKERS

Dr. George Brooks asked the guest speakers to comment on the connection between STEM (Science Technology Engineering and Mathematics) Education and making a great city.

Mr. Harris responded that making STEM programs more prevalent in our school systems is absolutely integral to preparing our children and our city for success.

Mr. Seleznow cited an example of the benefits of STEM programs in the city of Cleveland through a partnership that was developed with General Electric.

Dr. Carole Poore asked about ideas for connecting all the community groups in Phoenix as part of this process?

Mr. Zabilski responded that raising the issue is half the battle and with help of the Mayor and Council, along with this committee, it appears that we are headed in the right direction.

Mr. Seleznow added that providing incentives or rewards for participating has been effective tool used to encourage participation and collaboration.

Vice Chair Kate Gallego asked the speakers to talk about the use of entrepreneurial zones, and whether they felt that the zones could be an effective tool for Phoenix to utilize.

Steve Seleznow stated that there are certain spots in Phoenix, such as areas near Sky Harbor Airport that may serve as ideal locations to really encourage innovation and entrepreneurship. Part of identifying these zones also offers an opportunity to map out all of a city's assets and understand how they function together and what needs to be done to help them prosper. A key part of this process should include discussions with people from outside of planning.

Tony DiRienzi discussed the concept of ecosystems of participations and how many groups or organizations serves as hub with many spokes. Tony asked the speakers to talk about their ideas for helping these ecosystems thrive.

Steve Seleznow stated that the power of a big idea can really serve as a catalyst for growth within these ecosystems because of its ability to energize them.

Dr. Brooks mentioned that it would be a worthwhile effort to have a workshop on asset based planning and asked the guest speakers how we ensure that this process engages all part of the community and uplifts those groups that need it most.

Bill Harris responded that this is the ultimate question for any public process and that there is no easy answer.

Steve Seleznow stated that one approach would be to always consider poorer or disenfranchised communities as assets instead of liabilities. Thinking of these groups in positive terms will make it more likely that they are seen as a piece to the puzzle for the solution instead of part of the problem.

John Heffernan thanked the guest speakers for their time and said that they had really done a great job of inspiring the group.

Chairman Stein closed the discussion and expressed his appreciation for the guest speakers' contributions.

6. PlanPHX Next Steps

Josh Bednarek discussed the upcoming PlanPHX Events with Mayor and Council and emphasized the need to help spread the word about the project.

Greg Brownell asked for a flyer that committee members could distribute and Josh responded he would send flyers and cards to the committee via e-mail.

7. Open Committee Comments

Chairman Stein provided some closing remarks and thanked the committee members again for their participation.

8. Adjournment

The meeting was adjourned at 5:54 p.m.